

Message Text

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PAGE 01 STATE 095832
ORIGIN COME-00

INFO OCT-01 EB-08 ISO-00 AF-10 SIG-02 /021 R

DRAFTED BY COM/BIC/OIM/AF/SKMILLER/BKY
APPROVED BY EB/OCA/CD:EMSACCHET
COM/BIC/OIM/EM/EOOLSEN
COM/BIC/OIM/SAD/RGOOTENBERG
STATE/AF/EPS/LWHITE (INFO)

-----290106Z 039664 /66

P 281624Z APR 77
FM SECSTATE WASHDC
TO ALL AFRICAN DIPLOMATIC POSTS PRIORITY

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INFORM CONSULS

E.O. 11652:N/A

TAGS: BEXP, XA

SUBJECT: PROMOTIONAL PROGRAM CATALOG SHOW

NOT UNLIKE OTHER AGENCIES CONFRONTED WITH THE DILEMMAS OF ATTEMPTING TO DELIVER THE SAME LEVEL OF PROGRAMMING OVER THE YEARS IN THE FACE OF BOTH RISING COSTS AT HOME AND ABROAD AND STAGNANT IF NOT DECREASING APPROPRIATION LEVELS, COMMERCE/OIM IS COMPELLED TO TAKE A RATHER STRINGENT LOOK AT WAYS TO REDUCE CATALOG SHOW COSTS - NOW RUNNING IN THE RANGE OF 9,000 DOLLARS TO 10,000 DOLLARS - TO THEIR EARLIER SELF-FUNDING LEVELS OF 6,000 DOLLARS. WITH APPROXIMATELY 120 FIRMS PARTICIPATING 50 DOLLARS EACH, THE ENTIRE PROGRAM WOULD BE SELF-LIQUIDATING AND THE ONLY CONSTRAINTS ON THE PROGRAM WOULD BE ABILITY TO OIM AND THE RESPECTIVE FOREIGN SERVICE POSTS TO RECRUIT AND MOUNT THEM. DOMESTICALLY, NEARLY 1,400 DOLLARS CAN BE SAVED BY MORE PRECISE ESTIMA-
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TION OF ANTICIPATED TRAVEL AND RELATED COSTS OF THE ACCOMPANYING INDUSTRY TECHNICAL REPRESENTATIVE. MAJOR SAVINGS CAN ALSO BE ACHIEVED WE BELIEVE IN THE AREAS OF HOSPITALITY AND SPACE RENTAL.

AT LEAST FOR THE UPCOMING FISCAL YEAR (FY 78) SEPARATE HOSPITALITY RECEPTIONS IN SUPPORT OF CATALOG SHOWS WILL BE

ELIMINATED. SUFFICIENT FUNDS WILL BE MADE AVAILABLE TO

EACH POST FOR LIGHT REFRESHMENTS TO BE MADE AVAILABLE
DURING THE HOURS OF EACH CATALOG SHOW.

COMMERCE MUST ALSO REQUEST THAT THE POSTS MAKE EVERY
EFFORT - AS A GOOD NUMBER HAVE ALREADY DONE - TO MOUNT
THE CATALOG EXHIBITS IN AVAILABLE FREE SPACE - BE IT
EMBASSY/CONSULATE COMMERCIAL LIBRARY, USIS FACILITY,
BUSINESS RECEPTION OFFICE, OR OTHER MADE AVAILABLE GRATIS.
COMMERCE WOULD APPRECIATE BEING ADVISED NOW BY THESE
POSTS WHICH DO HAVE SUCH FACILITIES READILY AVAILABLE.

OTHER SUGGESTIONS WHICH POST FEEL THEY MIGHT BE ABLE TO
CONTRIBUTE ON WAYS TO REDUCE OVERALL CATALOG SHOW COSTS
WOULD BE MOST WELCOMED AND APPRECIATED. OUR JOINT EFFORTS
SHOULD ENABLE US TO MAINTAIN THE CATALOG SHOW TECHNIQUE
AS A VALUABLE TRADE PROMOTION TECHNIQUE THROUGHOUT AFRICA.

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 28-Apr-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977STATE095832
Document Source: CORE
Document Unique ID: 00
Drafter: BIC/OIM/AF/SKMILLER/BKY
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770149-0431
Format: TEL
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t1977048/aaaaagpo.tel
Line Count: 82
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: abdcc9a8-c288-dd11-92da-001cc4696bcc
Office: ORIGIN COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 26-Jan-2005 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2875316
Secure: OPEN
Status: NATIVE
Subject: PROMOTIONAL PROGRAM CATALOG SHOW NOT UNLIKE OTHER AGENCIES CONFRONTED WITH THE DILEMMAS OF ATTEMPTING TO DELIVER THE SAME LEVEL OF PROGRAMMIN
TAGS: BEXP, XA
To: AF POSTS
Type: TE
vdkgvkey: odbc://SAS/SAS.dbo.SAS_Docs/abdcc9a8-c288-dd11-92da-001cc4696bcc
Review Markings:
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